

The Gimlet

Monthly Circulation
200,000



The gimlet is a small instrument
with a point

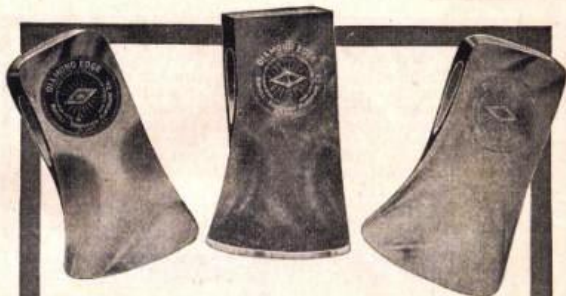
September, 1913

• Damages 25 Cents per annum.

Compliments of
Shook Brothers
Esbon, Kan.

“LIFE is an end in itself, and
the object of art is to help
us to live.”

George Moore.



Why Not Use the Best Axes?

DIAMOND EDGE AXES

are unequaled in uniformity of temper, distribution of metal and chopping efficiency—we stand behind of and protect you with a liberal guarantee.

They are made in all patterns and finishes and both single and double bit. We can furnish them either handled or unhandled as you prefer.

DIAMOND EDGE Handled Axes have straight grain second-growth handles. These handles are put in by experts who know how to get the proper hang and balance. A patent wedge prevents the axe from flying off the handle.

WHEN YOU VISIT OUR CITY

drop in to see us and ask to be shown our axe handling department. You will surely be interested in and surprised at our facilities for handling axes by machinery. Our axe machines are operated by electric power. Everything, even to the shaving of the handles, is done by machinery. The handles are gotten in shape by holding them on a sand belt. Every axe is carefully gauged before being shipped to see that it "hangs" just right.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

DIAMOND EDGE CROSSCUT SAWS

Made of the finest grade Saw Steel, tempered in oil; polished and etched; filed by hand and gullets filed clean. Ground by a special process to five gauges thinner at center of back edge than at cutting edge, and three gauges thinner than where handles are attached. From center of back to ends is tapering and likewise to the cutting edge from center of back. This reduces friction and causes the saw to run light and prevents binding in log.

Every Diamond Edge Crosscut Saw is fully warranted, not only against imperfections, but to cut as fast and with as much ease as any saw made.



No. DEX149—14x19 Gauge—Cottonwood Pattern—Tuttle tooth; medium width blade; two cutting and one raker tooth.



No. DEX14—14x19 Gauge—Cottonwood Pattern—Perforated lance tooth; medium width blade; two cutting and one raker tooth.



No. DEX19—14x19 Gauge—Cottonwood Pattern—Perforated lance tooth; medium width blade; four cutting and one raker tooth.

All the above made in 5½, 6, 6½ and 7-foot Saws.

6-foot—Each **\$4.00**

Remember, when you buy Diamond Edge Saws, you get an absolute guarantee with every one.

I AM TOLD

that the sale of crosscut saws is steadily increasing. Saws are being used in cutting down trees instead of axes. Axes are very wasteful. They necessarily chip away a great deal of good timber. There is practically no waste when crosscut saws are used. Were you aware that out in the forests of the West a machine is now being used for cutting down trees by electricity with a circular saw? They just hook the machine to the tree, and while it hugs the tree it cuts it down—a sort of DeLillah affair. M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

Cochran Pipe Wrench

This is the most economical and efficient Pipe Wrench yet produced. The most important improvement over other wrenches is the rocker bearing, by means of which is achieved a grip and release to replace the shearing strain of the old makes by one of compression, which comes against the strongest parts of the Wrench. On other style Wrenches the strain comes directly against the pin, causing it to break, while the corresponding part of the "COCHRAN" is practically indestructible.

This Wrench is used on more than half of the railroad mileage of the United States and Canada and by a great many of the largest manufacturing enterprises. It has stood up wonderfully well under the most exhaustive tests; for strength, for durability, for ease of operation and long life the "COCHRAN" Pipe Wrench will be found most efficient.

It is made in Sizes: 6, 8, 10, 14, 18, 24 and 36 inches.

10-inch—Each..... 90c



IT IS CERTAINLY SURPRISING

how any business can be developed by a little attention and advertising. Now who would have supposed that a steel trap could be successfully advertised? Still, it has been done. Sales have been increased. Consumers have been educated. Now here we are writing about a pipe wrench. It seems a commonplace thing, but after all there is a whole lot to be learned about pipe wrenches, and every day in this country thousands of men are working with wrenches.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

DIAMOND EDGE FILES

Made of crucible file steel of the best quality and hardened to a degree that insures lasting qualities. Cut on the latest improved file cutting machines. Great care is exercised in every stage of manufacture, and they are most rigidly inspected to avoid the possibility of soft or imperfect files reaching our customers. All Diamond Edge Files are fully warranted.



Mill Files—Made in all sizes from 3 to 16 inches.

8-inch.....20c 10-inch.....25c



Flat Bastard Files—Made in all sizes from 4 to 18 inches.

10-inch.....30c 12-inch.....40c



Regular Taper File—Made in all sizes from 3½ to 12 inches

3 to 6-inch—Each.....15c

We carry an immense stock and an endless variety of Files—Special Files for all kinds of work as well as the ordinary every-day variety.

In addition to Diamond Edge Files we can furnish all the Popular Manufacturers' Brands—also the cheap 10-cent store variety.

We Want Your File Business—We Have the Quality Files, also the Price Kind.

I COULD NEVER UNDERSTAND

why any man would buy a poor file just because it was cheap in price. It's all right to indulge in some cheap things, but when one considers how much time and labor a good file will save. I cannot grasp the idea of a man buying a low grade article when he knows that it will consume time and give him a great deal more work. There are two things that go to make up a good file—the right temper or hardness, and the proper cut. In some shops they test files of different brands. They keep a record on each file. In such tests the DIAMOND EDGE files have always come out on top. They are made of the right kind of steel and are cut and tempered by experts.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"



RUGBY JUVENILE BICYCLES

Our Rugby Juvenile Bicycles are made with the same high grade material and the same care as the Rugby Adult Models. They are built strong and serviceable. No pains or expense has been spared to make them the best on the market.

Bearings—Ball; 5-32-inch in head; 5-16-inch in hanger; $\frac{1}{4}$ inch in rear hub; 3-16 inch in front hub; ball cases and cones ground true. Properly hardened and dust-proof.

Chain—No. 9 Diamond, 3-16 inch.

Chain Adjusters—Drop forged.

Connections—One piece drop forged fork crown, highly nickeled; forged seat post; cluster bolt and nut fastening.

Crank Hanger—Rugby one piece; $5\frac{1}{2}$ inch Diamond cranks; highly nickeled.

Enameled—Four coats hand rubbed black, with crimson head, front fork, nickel plated at top and bottom, black enameled in center.

Frame—1-inch, 18-gauge English high carbon seamless steel tubing.

Handle Bar—Rugby non-rust adjustable.

Hubs—Bell shape; tool steel cones, hardened and ground; pressed cups with ball washers inserted.

Pedals—No. 11 Bridgeport.

Rims—One piece rock elm, enameled to match frame.

Saddle—Rugby.

Sprockets—20-tooth front, 9-tooth rear; 3-16 inch.

Tires—Good service non-skid single tube.

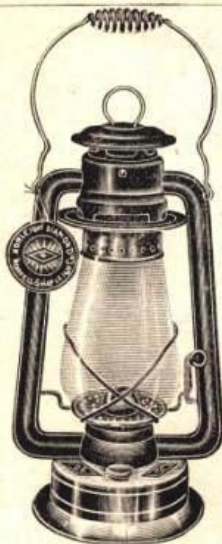
No. 301—20-inch Wheels . . . { \$25.00
No. 303—24-inch Wheels . . .
No. 305—25-inch Wheels . . .

With Corbin
Duplex Coaster
Brake . . . \$30.00

ALL CHILDREN should be allowed to train themselves in various sports. All they are thinking about is the fun they are having, but while they are having the fun they are training eye and hand. This training will last them all the days of their lives. When golf came in and old men tried the game, those who had been athletic in their youth found it comparatively easy to learn the game—they had been trained; but those others who had never played games in their childhood, discovered there was something wrong with their mental machinery—they could never be good golf players. Learning to balance on a bicycle is in the line of education. M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet



"NORLEIGH DIAMOND" COLD BLAST LANTERNS

Norleigh Diamond Lanterns will produce the greatest flame of light without smoke or blow-outs, because they produce perfect combustion. Fresh air is taken into the top, goes down through the tubes and is fed in at the bottom of the burner. As soon as the oxygen is consumed from this air it goes out at the top of the lantern. This is so perfectly timed as to produce the most perfect, steady, non-flickering flame possible, which will not blow out in the most severe gale.

They are handsome in design; made by the best workmen, out of the very finest material obtainable. There are many new ideas of construction that go into their make-up, such as cold handle, big-mouthed oil holes, standing bails, easy lift, double-seamed bottom and selected globes.

No. 150CBB—Brass Fount and Dome, Dark Green
Enameled Tubes, Brass Plated Wires,
Alaska Cold Handle; each..... \$1.50
We can furnish Lanterns from 50 cents up.

ONE NIGHT, JUST FOR FUN.

I tried to put out one of these lanterns. I swung it 'round and 'round. I shook it sideways. Nothing doing. Then said I to myself, "Here's the sure way," and so I jiggled it up and down. Still that lantern burned. So in disgust I pushed up the globe and blew out the light. I don't know who invented the tubular lantern, but every man who needs and uses lanterns owes him a debt of gratitude. I wish some reader of the Gimlet who knows would write and tell me the story of the invention of this lantern. I would like to publish the tale in some future number. M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

Norleigh Diamond Velocipedes

THIS velocipede is considerably better than the ordinary run of velocipedes. It is made throughout of the very best materials; has extra large New Idea barrel hubs; rear wheels are fitted with brass hub caps; has rat trap pedals,



bicycle saddle, detachable handle bar, front wheel has $\frac{5}{8}$ inch rubber tire, rear wheels $\frac{1}{2}$ inch rubber tires. The frame is finished in maroon enamel and is handsomely gold striped.

This velocipede is made in three sizes: 16, 20 and 24 inch front wheels.

We also carry a large line of Bicycles, Boys' Wagons, Hand Carts, Tricycles, Automobiles, Go-carts, Sulkies, etc.

ALL OF LIFE

is evolution. First we sit. Then we crawl. After a while we walk, hanging on to things. Then we run. Next in our evolution comes the velocipede, then the bicycle, and later the automobile and the aeroplane. This age has been called a lot of things—the iron age, the age of steel, the electrical age, the railroad age. I suggest a new and better name—the moving age.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

BUILDERS' HARDWARE



NORMANDY
DESIGN



FRANKLIN
DESIGN



PAULTON
DESIGN

If you are building a Home, Hotel, Barn or any other kind of a Building, give us a chance to figure with you on your Builders' Hardware. We can furnish everything needed at Lowest Prices. Then we are constantly adding New Patterns of Lock Sets, etc. If you want something exclusive or different from your neighbor, we can give you that, too.

COME TO SEE US AND TALK IT OVER

THERE ARE STYLES IN HARDWARE

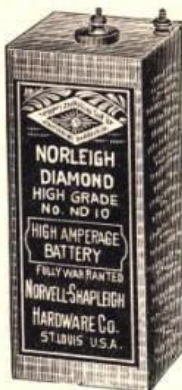
the same as in Dresses, Bonnets, Neckties and Dogs. If you are building a new home you naturally want to be up to date. You no more want a back number lock on your front door than you want an out-of-date dress. We keep posted on Builders' Hardware Styles and will be glad to pass the dope on to you if you will only give us the word.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

Norleigh Diamond Dry Batteries

The Finest Dry Cell Made



The large amount of moisture used in these cells insures extremely long life and permits freest action of the depolarizer. It gives them great recuperating power and enables them to retain working energy for a long time.

The large one-inch round carbons, the strongest used, permit a better contact. They offer the least resistance to the flow of current. Their rugged construction prevents breaking in shipping and handling.

The zinc used in the construction of Norleigh Diamond dry cells is No. 10 gauge. There is no possibility of leakage. No deterioration by perforation of the can. Cans are lacquered which fills all defects in soldering, preventing drying out of ingredients.

The zinc lugs are securely attached and put on to stay. They will not tear off or come loose.

The high quality of materials and perfect balance of ingredients insure highest amperage and voltage obtainable with minimum deterioration.

The material that is used in the construction of Norleigh Diamond dry cells is the very best that can be made. All the carbon is made in plant which has spent ten years in close connection with dry battery work.

Save You Trouble and Money

ELECTRICITY IS A FORCE

about which we know practically nothing. We are aware of its effects, we feel its influence, we use its power, and still we cannot see it nor do we know what it is. As an electrician would say, it is simply the "juice." In these dry batteries we have scientifically stored up electric juice. Where it comes from we do not know. Where it goes we do not know. All we know is that in these batteries the juice is there and it is ready to serve.

It is a strange thing, isn't it, that some of the greatest forces of nature are those that we cannot see. This is also true of the spiritual world. Some of the things we feel most have neither sound, weight nor body. They cannot be heard nor can they be grasped, but still we are influenced by them.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet



Norleigh Diamond Spark Plugs

The special feature of the Norleigh Diamond Spark Plug is its gas tight construction. The shoulder on the center electrode, which fits a similar shoulder on the porcelain, is set in porcelain cement. This makes a joint that is absolutely gas tight. It is, therefore, impossible for any gas to escape into the inside of the plug and thereby explode the porcelain.

Then, all the sparking points are made of genuine meteor wire, the finest and best wire produced for spark plug construction. The porcelain is made of imported clay of the finest quality obtainable. Every piece of porcelain is free from flaws and guaranteed perfect.

The new style top makes it possible to use this plug in connection with any style terminal on the market, therefore, the Norleigh Diamond Plug will fit any car without the changing of a single terminal.

This plug is made in $\frac{1}{4}$ -inch Standard, $\frac{1}{8}$ -inch A. L. A. M. and metric sizes. There are thousands of Norleigh Diamond Spark Plugs in use, and they are regarded by the automobile fraternity generally as the very best to be had in plugs.

Each **\$1.00**

HERE IS SOME MORE

A-1 extra quality selling dope. Just read the above description of these spark plugs. I started to read it and couldn't stop. It is just as good as a story by Arnold Bennett or Rex Beach. Then I like the finish of the ad. It is so brief, to the point, and satisfactory—"Each, \$1.00." Get next, boys. Make your selling talk first, and then give the price briefly, in a matter of fact manner—but bear down on the selling talk. M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

ELECTRIC AUTOMOBILE LAMPS



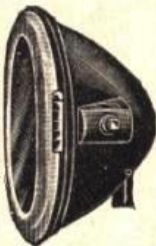
Why not Make Your Car Up to Date by Putting on an Electric Lighting Outfit?

HEAD LAMPS

Perfect parabola shape; made of one piece of heavy drawn steel; silver plated reflectors; inside focusing device; 18 CP 6 volt Mazda bulb, with Ediswan socket; made to fit round props; outside diameter 11 inches; depth 8 inches.

SIDE LIGHTS

Perfect parabola shape; made of one piece of heavy drawn brass; silver plated reflectors; focus can be regulated to suit the requirements of the user. 6 CP 6 volt Mazda bulb with Ediswan socket; made to fit either round or flat brackets; outside diameter 6 1/4 inches; depth 4 1/2 inches.



TAIL LAMP

Water and dust-tight, pressed from one piece of solid metal; has 3-inch red lens in rear and 3/4 x 1 1/4 inch white lens. The Ediswan socket screws in from the bottom. 2 CP 6 volt Mazda bulb. Made to be used on either flat or round brackets.

COME IN AND TALK AUTOMOBILE WITH US.

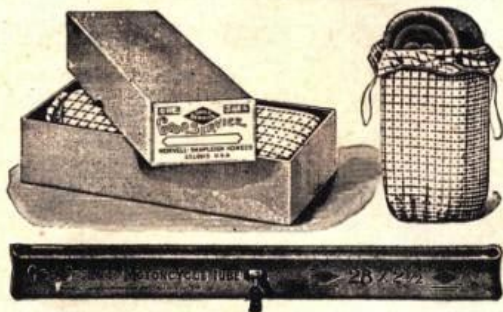
HOW SIMPLE

electricity makes everything. In the old days we had the heavy, troublesome oil lamps. Now we just turn a button. In automobiles, we first had oil, then acetylene. All these lamps were a lot of work, and trouble. Now we have the small electric lamp and all we have to do is to push a button from the driver's seat, start the self starter, and away we go. Everybody happy.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet



Good Service Motorcycle Inner Tubes

Guaranteed Against Defects of Manufacture

Good Service Motorcycle Inner Tubes are compounded from pure para stock; they are strong, tough and pliable. Made especially for motorcycle use. They are guaranteed free from defects of manufacture, but are not guaranteed against blowouts, or when pinched or abused. We offer this Tube as a strong, serviceable and well-made Tube that will give satisfaction to the user. There are thousands of these Tubes in use. They always give satisfaction to the user and soon become popular wherever introduced.

Each Tube is packed in a dust-proof cloth bag. This will give perfect protection against dirt, oil and grease. The bags are strong and serviceable, and will be found in great demand by children for use as school and play bags after the Tube has been removed.

Made in sizes 28x2 $\frac{1}{4}$, 28x2 $\frac{1}{2}$, 28x2 $\frac{3}{4}$, 28x3 and 29x2 $\frac{1}{4}$ inches.

We Also Sell Good Service Automobile Tubes.

ALL RUBBER,

in advertisements, is pure para stock, just like all thoroughbred horses come from Lexington, Ky., and all great men went to school in a log school house and had Biblical names. There is a good deal in a name, after all. I don't believe Mr. Wilson would have been elected president unless his first name had been Woodrow. If he had stuck to Tom, the name he started out with, he never would have been elected. A good man must have a good name, just as these inner tubes are called GOOD SERVICE. The name and the tube fit.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"



Colt's Automatic Pistols

FOR POCKET USE

The Colt 25-Caliber Automatic Pistol is the most accurate, powerful and deadly pistol suitable for pocket use. Six shots can be fired in less than two seconds—as fast as you can work your “pistol finger.” The steel bullet backed up by smokeless powder gives tremendous killing power.

The full nickel-plated pistol, with pearl handle, is especially attractive.

	EACH
No. 252 AP—Nickel-Plated, Pearl Handle....	\$17.50
No. 252 AA—Nickel-Plated, Rubber Handle..	15.00
No. 2252AA—Blued, Rubber Handle.....	15.00

THE OTHER DAY

I tried to sell a large pistol to a friend of mine. “No,” said he, “I want the little pocket kind—the kind you can carry in your vest pocket. A pistol to be of any use must be handy on the person, and I don’t care to walk around town with my pockets bulging out, looking like a United States arsenal, either with or without a sheriff’s license to tote fire arms. I want one of the little kind that gets there just the same.”

M. K.

“DIAMOND EDGE IS A QUALITY PLEDGE”

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Sectional Cut showing Engraving (Top View) on No. 4512.

Sectional Cut showing three piece lock and coil main spring.

**KING NITRO
HAMMER AND
HAMMERLESS
GUNS**

We market a full line of American Guns and Rifles under the "King Nitro" trade mark. They are High Grade, Finely Finished and Easily Sold—

If you are looking for a line of guns that have these features it will pay you to investigate the "King Nitro" Line—

We carry an enormous stock of Guns, Rifles, Ammunition and all kinds of Sporting Goods.

Sectional Cut showing simplicity of lock construction on guns Nos. 3512 and 4512

THIS CUT

looks like a flock of guns all right. Say, Mr. Dealer, do you realize that there are a lot of lively, active, up-to-date gun clubs in a good many towns? Are you aware that these clubs are organized by the sporting goods dealer? Are you aware that these clubs buy a lot of good guns, and use up a whole lot of first class ammunition? Here's a gentle tip for you. Organize a gun club in your town. But don't try to be president of the club. If you do, somebody will get sore.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

NOMILDU WALL TENTS



Nomildu Wall Tents are the result of several years of experimenting, which by a chemical process we are enabled to offer a Guaranteed Full Weight article (based on 29-inch width Duck), and a Guaranteed Mildew-proof article at the price which others are offering goods not mildew-proofed and weight based on Duck 36 inches wide. We are not only giving a Full Weight piece of goods at the price of ordinary second grade, but in addition are giving Mildew-Proofing which we Absolutely Guarantee without any extra charge whatsoever.

If going camping pay us a visit and let us fix you up—we carry everything necessary for your comfort.

HOW WELL I REMEMBER

the first time I went camping. We put up our tent in a beautiful little hollow. Then, of course, it rained. It always rains when one camps out. Our little hollow was soon a lake, and in the rain we moved to high ground. When pitching your tent take my advice—consider the drainage. If you have natural drainage, take your trusty shovel and dig a ditch around your tent so the rain will drain off. If you will do this, when the heavens open and the clouds come down you will sit in your Nomildu tent and call me blessed.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet



VESTONG COMBINATION COAT AND JACKET

Here is the newest thing in a shooting outfit. Can be used either as a shooting vest or coat. The sleeves button on to the body so they can be attached or removed at will.

Holds forty shells in such a manner as to absolutely protect them from the weather, at the same time every shell is ready for instant use. Just reach up your hand and pull it out.

Shells cannot drop out of their own volition. Easy to separate different size loads. Made of "Watertite" duck, dead grass color, with two inside pockets.

No. 450-J —For 12-gauge shells.....Each, \$1.00

No. 450-6J—For 16-gauge shells.....Each, 4.00

IT'S A QUEER THING ABOUT GAME

that when you are all equipped to do a lot of killing, there ain't nothing to kill, but if you just happen along in the same region with nothing but a Colt's automatic in your pocket, you will run into a herd of elk. I have shot at grouse (please note the word "shot"), with a 45-90 Winchester, and I have tried to make an impression on a bull elk with a 25 Colt's automatic. The results were the same in both cases. Probably what I needed was one of these Vestong Combinations.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

ROME NICKEL PLATED TEA AND COFFEE POTS



No. 1152

They are made of heavy copper, finely nickel plated and polished. The bottom is double seamed, the top and spouts are reinforced to give stability and long life, the black enameled handle is riveted to body so it cannot become loose or break off



No. 1102

The Genuine Rome Pot has the Rome Trade Mark
Stamped on the Bottom. Always Look
for this Trade Mark.

Rome Pots from \$1.00 to \$2.50 according to size.

WHEN IN ROME, DO AS ROME DOES.

This reminds me that nearly everything one does is from habit or custom. When at home, I always drink coffee, but since traveling in these "furrin parts," I have acquired the tea drinking habit. It is very nice and refreshing after a long climb to rest at a wayside tavern and sip a cup of tea. But say, Maud, I would like mighty well, this cold morning, to have a good hot cup of coffee, like you make in your Rome coffee pot.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

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DIAMOND EDGE FOOD CUTTERS

DIAMOND EDGE Food Cutters are built of the highest grade material throughout; the cylinder, stand, hopper and crank are superior quality cast iron, **heavily coated with pure black tin**, smooth and nicely finished; all running parts are **milled true** and are interchangeable; the cutters are double Ground, therefore are **reversible**; they are extra ground and are **set to cut**—not to grind or crush the food; therefore, all juices and flavors are retained, and the food leaves the chopper in appetizing morsels; **bearings are phosphor bronze** and require no oiling; all parts are held in place and the adjustment regulated by **one thumb nut**, there are no screws or nuts at the discharge end; the barrel is self-emptying and it **will never clog or choke**.



Made in two styles and
in four sizes.

\$1.25 up

Illustration shows
cutter with sliding base
which enables user to have
a firm foundation for
cutter, at the same time
it affords a quick attach-
ment. The base fastens to
table, the cutter slides in
base and is held in place by
means of a thumb screw.

THE HIGH PRICE OF MEAT

has made the living expense of most families increase. As we Americans are a meat-eating people, anything that affects the price of meat affects our pocketbook, and then a whole lot of us are in the habit of insisting on porterhouse and tenderloin. Now, my dear Maud, do you realize that by using a **Diamond Edge Food Cutter**, you can utilize the cheaper cuts of meat and make them just as savory and wholesome, also more digestible than the high priced cuts? **Just try it.**

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

DIAMOND **CARPET SWEEPERS**

Diamond Brand Carpet Sweepers are equipped with roller bearings throughout to make them push easily. The wheels are rubber tired and entire Sweeper is surrounded with a woven silk braided cord bumper to protect furniture. The brushes are made of best quality bristles closely set to take up every particle of dust and lint. No pushing backward and forward several times required as the Diamond does a clean job the first time. All trimmings are full nickel plated.



The wood can be furnished either golden oak, mahogany or quartered sycamore, as desired. All Diamond Sweepers have reversible bail spring which prevents the Sweeper from tipping when it is drawn quickly over the carpet. Bail will stand upright when not in use.

Each.....\$5.00

THE OLD BROOM DAYS ARE ABOUT GONE.

The carpet sweeper and vacuum cleaner are now perfected so they take up more dust and dirt than a broom—and then when you use a sweeper or cleaner there is no dust flying over the house. Why use a broom, sweep all morning and dust all afternoon, when one of these Diamond Carpet Sweepers or one of our Vacuum Cleaners will enable you to save all this drudgery? Just call to see the merchant whose name appears on the front cover, and ask him to show you a Diamond Sweeper.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

LONGWEAR SHOE LEATHER

Our experience has been that most people prefer good substantial first class leather for shoe soles.

To meet this demand, we brought out "Longwear" a few years ago and it made an instantaneous hit. Longwear leather is cut from the choicest skins and the best part of the skin. It runs uniform in thickness and is free from flaws and blemishes. Furnished in Hemlock or Oak Tanned as desired.



Furnished three ways:

- 1—Squares, $6\frac{1}{4} \times 8\frac{1}{4}$ inches; to cut one pair of men's shoes.
- 2—Jumbo Blocks, $8\frac{1}{4} \times 12\frac{1}{2}$ inches; to cut two pair of men's shoes.
- 3—In long strips, $6\frac{1}{2}$ and 8 inches wide; for extensive repairing.

Longwear shoe leather is the most economical you can buy.



IS YOUR TIME WORTH ANYTHING?

It takes just as long to put on a cheap flimsy half sole, as to put on a first class one. The time required to put on either kind is more valuable than the sole itself. For ten or fifteen cents, can you afford to take the time to put on two pairs of inferior half soles instead of one pair of good ones? The trouble with some of us is that we look at price instead of serviceability and lost time. Remember, "time is money." Buy Longwear half soles and save time.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"



Diamond Edge
SCISSORS
AND SHEARS
The extraordinary as well as the common every-day patterns are made in the Diamond Edge brand. We have more than a hundred kinds and sizes to select from.
All sold under a guarantee as to quality.

THE TARIFF

may probably make some changes in the scissor business, but it will hardly affect the business on American shears. The American manufacturers not only command the shear trade of this country, but they are selling shears in foreign lands. On the other hand, the foreigners seem to have the better of us in making scissors. This is probably because scissors are smaller, and there is more hand work on them. On account of the low price of foreign labor, they get us on hand-made goods, but whenever the American workman can get in his work with machinery, the foreigner is "ausgespielt."

M. K.

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LONGWEAR SHOE LEATHER

Our experience has been that most people prefer good substantial first class leather for shoe soles.

To meet this demand, we brought out "Longwear" a few years ago and it made an instantaneous hit. Longwear leather is cut from the choicest skins and the best part of the skin. It runs uniform in thickness and is free from flaws and blemishes. Furnished in Hemlock or Oak Tanned as desired.



Furnished three ways:

- 1—Squares, $6\frac{1}{4} \times 8\frac{1}{4}$ inches; to cut one pair of men's shoes.
- 2—Jumbo Blocks, $8\frac{1}{4} \times 12\frac{1}{2}$ inches; to cut two pair of men's shoes.
- 3—In long strips, $6\frac{1}{2}$ and 8 inches wide; for extensive repairing.

Longwear shoe leather is the most economical you can buy.



IS YOUR TIME WORTH ANYTHING?

It takes just as long to put on a cheap flimsy half sole, as to put on a first class one. The time required to put on either kind is more valuable than the sole itself. For ten or fifteen cents, can you afford to take the time to put on two pairs of inferior half soles instead of one pair of good ones? The trouble with some of us is that we look at price instead of serviceability and lost time. Remember, "time is money." Buy Longwear half soles and save time.

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

An advertisement for Diamond Edge Scissors and Shears. The central text is enclosed in a white rectangular box with a black border. Above the box is a small diamond-shaped logo containing the letters 'DE'. Surrounding the text box are several illustrations of various types of scissors and shears, including standard hand scissors, large shears, and specialized medical-style instruments. The background of the advertisement is a dark, textured grey.

Diamond Edge
SCISSORS
AND SHEARS
The extraordinary as well as the common every-day patterns are made in the Diamond Edge brand. We have more than a hundred kinds and sizes to select from.
All sold under a guarantee as to quality.

THE TARIFF

may probably make some changes in the scissor business, but it will hardly affect the business on American shears. The American manufacturers not only command the shear trade of this country, but they are selling shears in foreign lands. On the other hand, the foreigners seem to have the better of us in making scissors. This is probably because scissors are smaller, and there is more hand work on them. On account of the low price of foreign labor, they get us on hand-made goods, but whenever the American workman can get in his work with machinery, the foreigner is "ausgespielt."

M. K.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

SHAPLEIGH
HARDWARE CO.

ST. LOUIS, U.S.A.

DIAMOND EDGE
Butcher Knives

This is to remind you that hog killing time is about here and that we carry a big assortment of Diamond Edge Butcher Knives. The kind for butchers' use, as well as many different patterns and designs for kitchen use.

25 cents to \$2.00



NO ROOM LEFT FOR ME.

If you want the best butcher knife you can buy, see that it has the **Diamond Edge** trade mark on the blade, and you have it. M. K

DIAMOND EDGE Knives and Forks
With Iveroid Handles



Solid Steel Knives; Nickel Silver Forks; Quadruple or 16 Dwt. Silver Plated; Hand Burnished; Iveroid Handles.

Iveroid is a pure white substance that looks like Ivory, but will not turn yellow or crack.

The important feature possessed by these Knives is the **extremely Thin and Flexible Blades**; they are made of the Highest Grade carefully Selected and Tempered Tool Steel, Finely Ground and specially prepared for Silver Plating.

Forks are made of the Highest Grade 25% Nickel Silver (Hard White Metal). They are exceedingly Strong and Graceful; the Tines are nicely Tapered, Rounded and well Finished.

No. DE190—Medium Set in a Box. \$7.00

I SURE DO LOVE NICE TABLE WARE.

When I sit down to a table that has clean well-polished silver on it, I feel like the kitchen and the food is also nice and clean. When I see poorly polished and unclean silver, it makes me feel like there are cockroaches in the kitchen. This is a fine looking set of knives and forks that are easy to keep clean, and will be attractive on any table. I am also glad to see these knives have thin, sharp blades.

M. K.

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The Gimlet



OUR NEW 1913-14 READY REFERENCE HARDWARE CATALOG

Contains 3570 pages and still weighs only about 5 pounds

JUST OUT

WE have one of these catalogs for every hardware dealer. If you are a merchant carrying hardware, you need this book. It shows everything we sell, with complete selling descriptions and instantaneous pricing system.

Write us or see our salesman.



The Gimlet



NAME REG. U. S. PAT. OFFICE

A MONTHLY MAGAZINE DEDICATED TO CLOSER RELATIONS BETWEEN THE RETAIL HARDWARE MERCHANT AND HIS CUSTOMERS.

Vol. VI

SEPTEMBER, 1913

No. 8

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ST. LOUIS, U. S. A.

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IN THUN

Thun, Suisse, August 25th, 1913.

WHEN in 1911 I offered to send souvenir postals from Europe, there were more requests for postals from Switzerland than any other country. Switzerland, or Suisse, as it is called over here, is noted for its beauty. This is a much beloved land.

Here on the Lake of Thun we have loitered a month. The time has come to pass on to Italy. There is much in store for us, but we leave lovely Switzerland with many fond regrets.

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The days have slipped by so pleasantly that now, when I look back, I can hardly realize that we have used up all the golden hours set aside for the land of William Tell.

Pure, cool, invigorating air, water as clear as crystal, melted snow from the white-capped mountains, scenery of wonderful loveliness, hotels with every comfort, and last, but not least, a clean, cheerful, honest and friendly people—of such is Switzerland.

As I sit writing in the garden of our hotel and look out across the lake to the snow-crowned peaks beyond, I wonder if the Swiss who leave home are not terribly homesick. How glad they must be to return to their mountains and valleys after years of exile! Where can the Swiss go to find a lovelier or a happier land?

I might write you about the history of Switzerland—part of my days have been given to study. But the holiday spirit is upon me. I will, with your consent, just gossip a little about the Lake of Thun and the pleasant days we have passed on its banks. The lake is thirteen miles long, and from one to two miles wide. It is entirely surrounded by mountains. In places the lake is 600 to 700 feet deep. There is a steady current, and even in the coldest winters the lake never freezes over.

At one end of the lake, on a river, is the ancient town of Thun, with its old castle, chateau and church, dating as far back as the 10th century, the castle being builded on foundations that go away back into the Roman times, when Cæsar wrote about the "Helvetians," who made their home in these mountains.

At the other end of Lake Thun lies the pretty and fashionable town of Interlaken, at the foot of the Jungfrau, one



WILHELM TELL MONUMENT

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INTERLAKEN—THE JUNGFRAU IN THE BACKGROUND

of the tallest peaks in Switzerland. The highest is Mont Blanc, rising 15,782 feet; next the Jungfrau, 13,670 feet, and next the Matterhorn, 11,188 feet.

Around the shores of Thun nestle many picturesque and attractive little villages. Oberhofen, Gunten, Merlingen, Beatus, Spiez, Faulensee, Krattigen, Gwatt—all places unheard of thirty days ago, but now all marked in my book of pleasant memories.

There is a splendid driveway all around the lake. There are carriages and automobiles, but in this clear, bracing air one can walk for hours without weariness. I have walked all around the lake. I have "rubbered" in the quaint streets of every little town. It is strange how often one is reminded of far-away friends and acquaintances.

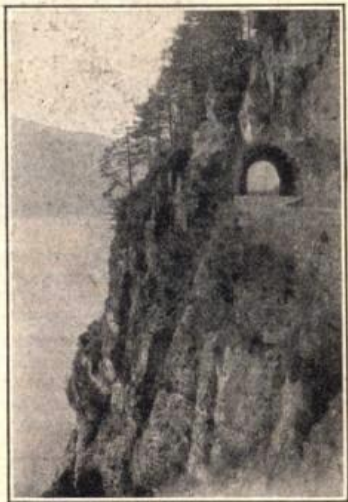
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Here is a fine old gateway that a certain architect in America would delight to study—that fellow pushing the cart looks like Jim W. How it does bring back old times and how we do laugh as the resemblance is grasped by my companions.

There are no winds here, as the mountains protect the valley. When it rains it is just a steady drizzle.

There is a railroad on the southern side of Thun—it takes an hour to go thirteen miles—and they are building a trolley line on the northern bank. This is a shame—I wish I could stop it. The track runs right along the splendid road-way, and in the tunnels takes up half the road. My best remembered walks were on this side, and I'm sure much of the romance will be gone when a trolley bell warns you to get off the track! I hope the line goes into the hands of a receiver.



TUNNEL, MOUNTAIN ROAD AND LAKE

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But the most restful way to travel in Thun is by boat. The little steamers are busily going at all hours. The fare is so low it is almost a joke. They have family tickets at a reduction of twenty per cent. They have I., II. and III. class—I think they must give a souvenir and a free ticket for III. class.



The boats are almost always well filled—the people in every town are always visiting every other town. I was sitting on one of these boats when a gentleman approached and said, "Do you speak English?" "A little," I answered. "I'm from Walla Walla," he added. "How's Drew, the hardware man?" I asked. He was Dr. Sommers. This is just to illustrate how you meet people you know or people who know people you know at every turn. The country over here is just full of Americans.

I am sending over a number of etchings and pictures of Thun, the lake, and the mountains. I trust our artist will do them full justice.

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The old castle, with its four towers, is quite interesting. In its old banqueting room there is now a museum full of armor, swords, guns, cross-bows, ancient tankards, cooking utensils, etc.

Everything is made heavy and strong. These old-timers wanted things to last—no tin cups for them. Even at the “pumps” to-day the cups are all cast iron. Really there are no “pumps,” because here all the water “runs” all the time. There is no handle to the pump—there is a bronze spout like a hose nozzle, sometimes several on one pump, and out of this the water gushes night and day. There never is a drouth in Switzerland.

I must not forget to write you about the sweet bells that chime out the hours from every hamlet and village. In the evening it is soothing and delightful to hear the soft, harmonious notes of these bells float over the lake from village to village.

I do hope the school and church bell committees at home will pay some attention to the “tones” of the bells they buy, as well as to the price made by the mail order houses. It makes my teeth go on edge even now to think of the clatter I have heard in our rural districts, calling the faithful to church on Sunday mornings. We Americans need more “tone” in our lives. If there was more “tone” there would be less “nerves.”



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Then every Saturday in Thun we have a fair. All kinds of goods are shown, tried and sold in the squares and streets. The farmer and the maker brings his wares—there's no rent—and it's a sure case of straight from the maker to the consumer. Not only goods, but live stock, chickens and food of all kinds were offered for sale. We examined the merchandise and it was of a substantial, but cheap, character. Prices were remarkably low.



And how simple and unconscious of self the people were! Imagine a fair damsel trying on a waist or a handsome swain a pair of breeches right out in the open street.

You could always tell when the cheese market was around the corner—and they didn't advertise, either!

Speaking of cheese reminds me that the Swiss pasture their cattle on the mountain sides—the herders live in little houses dotted all over the

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mountains—the cows are milked and the cheese is made on these mountains and only comes down into the valleys when it is finished. All the milk goes into one vat and all the cheese is made together. They work out the community idea. Each man receives credit in cheese according to the number of his cows. Over here in everything the people have decided the best way to do things and then they all do it that one way! The best way to get along with them without any friction is to fall into their ways, not to try to change the customs made sacred by centuries.



The Swiss are a thin, wiry, *wrinkled* people. I don't know whether they grow very old or only *look old*, but most of them do look old. They squint their eyes and have very bad teeth. The squinting probably comes from being out of doors so much in the bright sunshine. I don't know whether the very bad teeth comes from the character of their food or because their teeth are simply neglected—I'm inclined to think the latter is true. It is surely a shame to see the beauty of so many rosy cheeked, plump young girls ruined by their very bad teeth.

One day, as I descended a steep mountain path, I saw a man turn a corner below me pulling upward on a small rope. It was a good, stiff climb alone. As I was wondering what was on the end of the rope, a baby carriage suddenly rounded the curve with the fond mother pushing behind.

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We all stopped to exchange greetings. The baby was sound asleep in the carriage. Both father and mother were full of laughter and as proud as peacocks. Soon they were struggling upward again as the small rocks and stones came falling down the path. As I continued to descend I compared this happy pair with some I know at home. I know some young husbands who would hardly take the baby out for an airing on a mountain path at an angle of $33\frac{1}{3}$ degrees.



The Swiss are not graceful on their feet. They either walk too much or their carriage is ruined by the heavy, clumsy shoes they wear from earliest childhood. There are great opportunities for

American shoemakers in Switzerland.

Every Swiss hotel serves strained honey for breakfast. It is delicious. In my walks I have eaten at all kinds of out-of-the-way places at all hours. *The food is good EVERYWHERE.* It makes one indignant to think of the horrible cooking with which a large part of the United States is afflicted. Our cooking is a blot upon our American women who perpetrate poor coffee, sodden biscuits and fried atrocities upon a long suffering mankind. With plenty to eat, and more, one will say of American cooking: "*God provides the food and the devil the cook.*"

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Lawyers over here are called "Doctor"—they are *doctors of law*. When a lady says she will see her "doctor" she means her lawyer. If we had the same custom our senates and houses of representatives would be filled with "*Doctors*." As it is now in Germany, every *third* man you meet is a "*doctor*."



Army officers are very proud and must keep up their dignity. None of them will ride in a hotel "bus" or in a *one-horse* carriage if any two-horse carriages are around. It is always "good form" to walk!

To-morrow we leave for Geneva and then we expect to motor through the Italian lakes, Lugano Maggiore and Como, down to Florence and Venice. I have been reading up in Baedeker on Italy and if I hadn't planned the trip, I think I would back out. Like Napoleon, I will cross the Alps into Italy. But unlike Napoleon, I fear Italy.

Does not Baedeker even recommend the best kind of insect powder to purchase before descending the Alps into the sunny plains of historic Italia?

Faithfully,

Mike

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THUN—LAKE IN BACKGROUND



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WALKING AND DIETING

How we reduced our weight by great strength of character and will power mountain climbing in the *Bernese Oberland*—a true and unexpurgated account of Alpine privations and adventures. All rights reserved.

BILL and I are not old, by any means, but we admit we have arrived at middle age. We still have fine figures and are proud of them, nevertheless we admit a certain hereditary tendency to an excess of adipose tissue. This excess makes its unwelcome appearance along our waist lines and in a suggestion of double chin. We assure ourselves it is a very small matter—just a “suggestion”—still we decided it is well to take reasonable precautions before it is too late. In a word, Bill and I decided to reduce, not only by dieting, but also by strenuous walking.

Before arriving in Thun we provided ourselves with “smart” Norfolk jackets and knickerbockers, heavy walking shoes and strong woolen stockings—the kind that are so nicely ribbed. Our breeches were tight around the calf and baggy around the hips. Made in the fashion of those worn by the Dutch fishermen in the island of Marken. We carefully rolled back the tops of our stockings over our calves, showing a neat geometrical design in the wool. Here in Thun we purchased green felt Alpine hats with a bunch of Edelweiss nattily arranged on the side. Strapped

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around our shoulders were our Zeiss field glasses, so when we reached the summit of the Jungfrau we could gaze far down into the valleys. Of course we had Alpine sticks with steel shod points to assist in dangerous places.



An enormous lady at our hotel had taken the obesity cure at Marienbad three years ago. She reduced fifty pounds in six months. She "let go" and it took just three years to recover all she had lost—she said any one could reduce at home who had sufficient will power. Here is all that is necessary. The receipt may help some readers of *The Gimlet*:

A dose of Kreuz Brunnen Marienbad salts on rising.

At 11.00 o'clock a hot bath with massage. After luncheon time (much better to pass luncheon altogether) a lively walk for *four hours*. No sugar—use saccharine instead. For breakfast a cup of coffee with dry toast. If you feel hungry take a walk.

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Here are the diet "Noes."

No soup.

No wines.

No butter.

No honey.

No sweets, no sugar.

No desserts.

No gravies.

No light breads.

No potatoes.

No liquids with meals.

Here are some of the "Yeses."

Lean meat.

Chicken and game.

Vegetables—especially spinach.

Fruit—especially sour apples.

She said it was a good plan to carry one or two sour apples with you, so if you happened to feel hungry you could munch your apple and get rid of the "gone" feeling.

Bill and I decided to give her treatment a two week's test. We thought, just to try it out, we would only reduce ten pounds at first and therefore would omit the hot bath and massage. After a hearty "farewell" dinner, as we smoked our cigars in the garden of the Thunerhof, we made a solemn oath to each other we would start our "hunger strike" the next day.

As the sun was warming up the valleys the next morning—as the veils of fleecy clouds are rolling

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up the mountains—behold Bill and I in full Alpine panoply on the road. The effect of the good strong coffee was still upon us. As the gravel crunched under the hob-nailed boots we laughed and sang and declared that it was nothing to breakfast upon a single crust of dry bread. Why had we over-eaten all these years. It was surely a great mistake.

As we ascended above the town of Spiez the panorama of mountains, lake, woods and villages was an inspiration to light and airy persiflage and so our chatter was full of amusing and friendly repartee. We had decided to climb the peak of the Niesen, but after two hours stiff walking we suddenly found ourselves on a well traveled white and dusty road overhanging the lake of Thun. *Somebody had blundered.*



MOUNTAIN WORKING CLOTHES FOR
GIRLS AND WOMEN

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BILL (leaning against a railing)—“Mike I thought you said you knew the way up the Niesen. I was leaving it all to you, but I did think once or twice that we were going wrong.”

MIKE (apologetically as he stands in the middle of the road looking up and down)—“I guess we went wrong at that villa we passed—we should have gone to the left.”

BILL—“Don't say ‘we;’ I hadn't anything to do with it. It seems to me if a fellow's in doubt he might at least display enough intelligence to ask.”

MIKE—Well, there's no use getting cross about it; we are out for a walk and we might as well walk along this road as anywhere else.”

BILL—“Yes, but I dislike to start out to do one thing and then wind up somewhere else; besides, I don't like this view, anyhow. It is much cooler and shadier in the mountains. Let's go back and take a fresh start at the villa.”

MIKE—“Oh, I know this road; there are several nice little inns on it. We can sit outside and drink some water.”

Mike starts walking on the road and Bill unwillingly follows him. They walk steadily for an hour. It is now about noon. The road is not shaded. They pass only farmers' houses. Peasants are seen eating their noonday meals in the fields, along the road, and in the houses. The bread and Swiss cheese look particularly inviting.

Finally Bill stops and calls out:

“Mike, I'll be d——d if I walk another foot. I never did go on such a wild goose chase. Where are all those

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pretty little inns you knew so much about? This road is as long and uninteresting as one in Western Kansas. Let's go back."

Bill sits down all in a heap on a stone fence. Mike stops, leans on his Alpine stick and gazes at Bill. Mike's shoes and fancy stockings are covered with white dust. After a pause he calls out, with a lean attempt at good humor:

"Be a good fellow, Bill, don't be a quitter. I know I made a mistake about this darned road, but didn't I admit it? If you were made of the right kind of stuff you would try to make it easier for me instead of rubbing it in. Besides, I'm sure I remember this road and there's an inn just behind that next turn."

Bill slides down from the wall and silently they start trudging along the white, hot road. Their feet, perspiring, roll up their woolen stockings



SWISS COSTUMES

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into little balls that chafe in their shoes as they walk.

MIKE (as they come to the turn in the road)—“There’s the inn—didn’t I tell you? See the nice little white tables outside?”

BILL (gloomily)—“Well, it sure was a long time coming—we must have walked ten miles on this hard road.”

MIKE—“No, we have only walked eight kilometers, and that’s only about five miles. I thought you wanted exercise—the next thing you will ask about lunch!”

BILL—“What did that woman say about not drinking anything with your food?”

MIKE—“Quit talking about food and water; all we want is exercise.”

As they approach the white, neat-looking roadside inn, with tables and chairs in front, their nostrils are assailed with the most nauseating stench.

BILL—“Holy Moses! What have we struck? Is this a slaughter house?”

MIKE—“No, it’s all right. It’s only an evidence of prosperity. Every Swiss family is proud of its manure pile. They are only rotting their manure by running water on it. Isn’t that a handsome pile of manure, just across the road from the little tables?”

BILL—“I will not stop here—I refuse. Who could drink even plain water in such a smell? Gods, how do they stand it?”

They wearily tramp onwards. They stop a man on a bicycle—he speaks only German. They ask

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if a hotel or a village is near. He shakes his head—takes off his hat in salute—springs on his wheel and disappears.

It is now 2.00 o'clock—not a word has been said for thirty minutes. Bill breaks the silence as he stops and climbs up on a fence.

EILL—"Mike, of all the durned fools I ever knew, you are the worst. Here we are two supposed-to-be sane men walking clean out of Switzerland on empty stomachs. Don't you know that the worst thing for the nervous system is to go without food? Why, I knew a perfectly healthy man once—

MIKE—"Cut it out, about that perfectly healthy man—this is no time to tell stories. We're not in the cafe of the Waldorf-Astoria."

BILL—"I'd give a thousand dollars to be there just one hour."

MIKE—"I'm sure there's a town over there—don't you see the telegraph poles?"

BILL—"Mike, you've been seeing towns all morning. I'm going to sit here till a wagon comes along and then I'm going to ride!"



SWISS "FULL DRESS"

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MIKE—"You'll look pretty riding in a hay wagon in that Alpine suit!"

BILL—"Honest, Mike, how do you feel?"

Mike refuses to answer but disappears up the road. Soon he returns all smiles and waves to Bill to come on.

MIKE—"I knew there was a town on this road—I knew it all along. I've found it, and besides, I've ordered lunch for two."

BILL—"What language do they speak?"

MIKE—"French."

BILL—"How did you order lunch, then?"

MIKE—"I went into the inn and there was a pretty girl knitting. I said: 'Do you speak English?' She shook her head. Then I said, '*Parley-vous Francais?*' She smiled and answered, 'We-we,' and a lot more. I was struck. But I happened to remember a beggar who once wanted food; I remembered what he said, so I thought I would try it on, so I said: '*Donnez moi a manger.*' She laughed outright, but answered, 'We-we.' I then made signs we wanted the 'manger' at a table under the trees—for two. She nodded—and so you see I've ordered lunch!"

So soon we were resting our dust-covered, weary bodies under the trees in front of that little inn. It was almost 3.00 o'clock. The dark-eyed little Swiss girl went all over the town to get eggs, butter, bread and other things for us. Like a bird she came back with each morsel and flew away for another. Bill sat staring at a sign. I followed his eye. It read, "Biere."

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BILL—"Mike, I wonder if they really have beer in this God-forsaken place."

MIKE—"I wonder! but you know we are dieting and beer is the worst thing to make fat; besides, we must not drink with our meals."

BILL—"You make me tired."

But why drag out the tale. We did not eat—we feasted—we drank—we had help after help. There was a Dutch pancake, covered with sugar and jelly—there were ham and eggs, and chicken and beef, and chocolate eclair, fresh from the Confiserie, and with all we poured down steins of good Swiss beer; and there was salad with the chicken—with French dressing—and such dressing! And the huge loaves of peasant's bread

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with its thick, crisp crust! How good it was with the sweet, creamy butter and the honest Swiss cheese. Then next came café—so black and strong—and last of all, Benedictine.



When the battle was over Bill took out his cigar case and passed me a fine, thick, oily Romeo and Juliet perfecto and we sat and puffed in silence. Finally I said to our little waitress, pleasantly, "*L'addition s'ilvous plait.*" She gazed upon the wreckage on the table, she counted up the steins—then she wrote on a little piece of paper 7.50—meaning seven francs fifty centimes, or \$1.50 for both of us.

MIKE—"Bill how much shall I tip her?"

BILL—"That lunch was easy worth 15 francs—let's give her a 7.50 tip.

So I passed her fifteen francs and she thought I had made a mistake—that I did not understand how to count the money.

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But finally she grasped the idea that the 7.50 was her "*pour boire*." She almost embraced us. Her bright eyes beamed, and as we rose to depart she made us a pretty little bow.

BILL—"I say, Mike, that's the way we Americans spoil these foreigners."

MIKE—"It's good to be reckless once in a while."

So without shame we walked to the station and took the next train back to Thun.

The name of that town I saw painted on the side of the station—it was GWATT. I shall never, never forget Gwatt. The name is not euphonious, it is not romantic, but still I shall hold Gwatt in pleasant remembrance all my remaining years.

Bill and I made it all up along with the coffee. He was sorry he had called me names and I was sorry I had missed the way. Said Bill:



MIKE AND BILL SWEAR OFF

It is well to diet, it is even well to take exercise, it is even well to risk losing an old friend to have such an appetite and such a luncheon as that in the evermore-to-be-remembered town of Gwatt!

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And I suppose that little Swiss girl, when she is a mother and rocks her little mountaineer at her breast, will sometimes wonder at those two crazy Americans, the prodigious luncheon, and the unheard-of tip.

She may wonder if they will come again—and I wonder, too, if I will evermore walk up that long, white, dusty road into the town of GWATT.

Mike Kinney

Teamster and Editor.



A BRONZE DOOR HANDLE
IN THUN



A FOUNTAIN IN THUN
ON SIDE OF HOUSE COLUMN

"DIAMOND EDGE IS A QUALITY PLEDGE"



"DIAMOND EDGE IS A QUALITY PLEDGE"

CASTLES

A Little Essay by a Traveling Teamster

CASTLES are dark and gloomy places. The walls are thick and strong, the stairways are narrow and steep, the rooms need air and sunlight.

Castles are always built on high hills and very steep places. Most of them never could have been captured except as a result of treachery—somebody inside must have let the enemy in.

Castles all have moats and drawbridges. The walls have long, narrow slits, through which the old archers could shoot their arrows. Then, in the floor of the towers there were holes through which burning oil could be poured down upon the enemy below.

Castles also had their donjons where prisoners were chained and torture rooms where their bodies were mangled.

It must have been pleasant living in those days—or, rather, trying to keep alive.

Every castle inside its walls had its church or cathedral and a company of priests to make the journey pleasant into the next world—there were always travelers being hurried that way.

When the Lord of the Castle locked the world out, then, at the same time, he locked himself in. While he tortured his prisoners he lived in constant terror of being tortured himself.

History of the middle ages consists of torturing and being tortured—killing and getting killed—and all through

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet



DAS SCHLOSS

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

the centuries the people who did the work—who supported the lords, stood for the game.

As I write, the soldiers at the army post of Thun are practising artillery fire at targets across the river. I hear the rumble of the guns. Every Swiss gives two or three of the best years of his life to military training. Then he allows himself to be taxed about twenty per cent of his earnings to keep up the war joke!

All property is taxed—all business is taxed—all incomes are taxed. Stamps must be stuck on every bill, invoice, receipt and theatre ticket.

From the beginning man has been worked to a standstill by his *fears*. Fear of hell—fear of other men—fear of death—fear of the loss of his property—any kind of old scarecrow has turned the trick.

Gunpowder and modern artillery has made the ancient castles and their ponderous stones a joke. It is to laugh! Education, the telephone, the press, the moving picture, the graphophone, the comic paper will make the military a laughingstock.

Feathers and a band of music, gold lace and tinsel, rifles and swords, patent leather boots and puttees are *too expensive* to amuse the people much longer.

Castles are now museums—war must go. The time is at hand when men will refuse to fight—they will only smile. When war and warriors are made ridiculous they will rule no more.

Mike Kinney

Teamster and Editor.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet



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SWISS KINNEYISMS

The Swiss Government gives every man a rifle and then fines him if he does not keep it in order. Taxes pay for the rifles. The Swiss pay the taxes. Here's what I read on the inside of a railway carriage window—

Ne pas se pencher au dehors
Nicht hinauslehnen
Non Sporgers
Danger to lean outside

Take your choice.

The Swiss have no language of their own. They speak the language of the nearest outside country—so we have German, French and Italian Swiss.

In the hotels we have American Swiss.

At all moving picture shows the descriptions are thrown on the screen in German and French. The Swiss are the greatest linguists in the world.

Every Swiss resort has its Kursaal, where you can gamble. The game is like roulette, except they use the names of cities instead of numbers. They are a "sure thing" for the "house."

Here's a Swiss joke—

What kind of a noise annoys an oyster? A noisy noise annoys an oyster. Try it in German.

Here's another—

What does a billiard ball do when it stops? Looks round. (French.)

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

Why does a fly fly? Because a spider spied her.
(Italian.)

Its not the *effort* but the *tone* that makes the music.
(From Vienna.)

All artists draw themselves. (From Paris.)

I want to be admiral of the Swiss Navy. M. K.

A dinner was given in honor of a Cardinal. A guest (before dinner) remarked: "It is curious, I was the *first man* to confess to the Cardinal." In his after-dinner speech the Cardinal remarked: "It is curious, the first man I ever confessed *was a murderer.*"

In a drug store in Thun they charged me 6 cents for the medicine and 6 cents for the bottle. *Bring your own bottles and save money!*

To enjoy Switzerland get away from the larger cities—where tourists spoil the Swiss and make them greedy—into the smaller villages. You will find living very cheap, the hotels clean, the beds comfortable and the table excellent—the scenery is fine!

August and September are the best months for Switzerland. It rains early and is cold later.



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The Gimlet

SOME INDUSTRIAL FACTS IN SWITZERLAND

Parcels post has two prices—one delivery to the railroad station, another to the home.

All wholesale merchants charge customers boxing and packing; also for paper, bottles and string.

The drayage charges are put on the railroad bill and the amount collected from the customer by the railroad and paid to the transfer company.

The limit of parcels post is twenty pounds.



EDELWEISS

Posts, telephones and telegraph are all owned and conducted by the government. All post-offices have public telephones and telegraphs—rates are very low. Telephone apparatus is all American make.

No seats on trains are reserved in Switzerland. Tickets are sold—if there is room; if not, go to-morrow.

There's no baggage allowance on Swiss railroads—you pay for every pound. Trunks are small and light—baggage charges very high.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

Conductors punch your tickets, but usually do not take them up—you must keep your ticket in case it is called for.

On street cars conductors punch and give you the ticket, and if an "inspector" calls for your ticket and you haven't one, you will have to buy another.

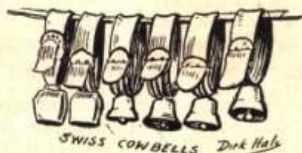
In hotels all wages of servants are paid by guests in form of tips. Tips average about ten per cent of the total amount of your bill.

For about \$15.00 railroad tickets are sold in Switzerland, good for two weeks from date. You can go as much and as far as you please and get off and on anywhere. For about \$20.00 you can buy one good for a month's travel.

Hotels have no registers. You sign your name on a sheet of paper with your address, where you came from, where you are going. This is for the police.

If you want to know where anyone is, just call and ask the police. To give a false name is a serious offense.

Don't bring your motor car to Switzerland. They don't encourage motors. Some places do not allow them at all. They have motor guards along the roads and they look at your card and enter the time you make between towns on your card. There's no joy riding or speeding in Suisse.



The Gimlet

PRINCETON COLLEGE

COLLEGE spirit is a great thing. Loyalty to a college or to a business institution or to one's family or one's friends is to be commended. When a teamster comes to me hunting for a job and tells me that the last house he teamed for was a rotten outfit, I make up my mind that this teamster was kicked off his wagon, that he was fired bodily, and so he now goes around and tells everybody how much better he was than his old house. If men only knew what a bad impression talk like this makes upon employers they would change their tune. Nine times out of ten when any of us have a grouch, if said grouch is analyzed and investigated, it will be found that seventy-five per cent of the cause of the grouch is our own fault. There is nothing new about these remarks. A long time ago a wise man suggested it was a pretty good idea before coming to a decision in any case to hear both sides. Sometimes when you hear the other side it knocks a few holes in the first story that has been whispered into your furry auricular appendix.

Now all this rambling around leads up to the point that in one of my recent articles about President Wilson I did Princeton College a great injustice. I might have been sued for damages, but up to this time the suit has not been brought. I intimated in the article in question that Princeton College was not democratic. Now a young college graduate in St. Louis, who, after passing through Princeton, is seriously engaged in working his way upward

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in a certain bank, wrote me a very strong letter in defense of his Alma Mater. He intimated that I didn't know what I was writing about. He wrote that Princeton was one of the most democratic colleges in this country, and to prove it he stated that the son of a blacksmith was elected a member of one of the most exclusive student clubs of that college.

Did I become angry at this young man's letter? No, Angelina, such is not my custom. I am a seeker after truth. So I wrote a polite note to this young gentleman and asked him to come around to see me on my shipping platform. He came with an armful of books about Princeton College. One of them was an album containing photographs of all the handsome buildings and of a lot of good-looking young athletes who had graduated with him. He was so earnest in defending his Alma Mater from the charges I had made against her that I was really sorry he was working for a bank. I sure would like to have him push a truck in one of the stock departments of this Diamond Edge emporium. With all his loyalty and enthusiasm I'll bet he "makes good," notwithstanding the handicap of being a member of a rich and distinguished family. He wanted me to publish everything that was in these books about Princeton. Well, maybe some day I will, but when I do it will be in a *Princeton Gimlet*, because, to digest all he told me in favor of Princeton would fill several volumes.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

Sez I to him, "I was interested in that story you told me about the son of a blacksmith getting into the exclusive club. Was he a good student?" The young man wore a troubled expression, and in a hesitating manner replied, "No, he wasn't much at books, but that fellow was one of the finest foot ball players I ever saw." Then I smiled gently. If our young friend, the blacksmith's son, hadn't inherited the deep chest and the strong muscles of his blacksmith father, the chances are he would never have been elected a member of that exclusive fraternity.

But it's all right. I am convinced that Princeton College is all right. I am especially convinced that my young college graduate is all right. But I did land a solar plexus blow when I reached for a certain book—a presidential campaign book—giving the life of President Wilson. In this book I turned to some of the passages from which I got my facts about Princeton for *The Gimlet*. My young college friend was very indignant. Said he, "That's just a campaign book gotten up for campaign purposes." Then again I smiled gently as I remarked, "My dear young fellow, that book was given to me by your father." And it is an interesting fact that his father happened to be one of the most ardent supporters of President Wilson in the recent campaign.

I take back everything I wrote about Princeton. It's the most democratic college in this country. Anybody can get into its exclusive fraternities. That's why they're so exclusive—because anybody can get into them. There are enough fraternities so every student can get into one of them. Each fraternity has its fraternity pin, and the proper thing is to wear the pin on the starboard lower edge of your vest.

I say all these things about Princeton because she must be all right, otherwise she wouldn't develop in a young man the spirit of loyalty and enthusiasm this young friend

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of mine displayed on my shippin' platform in defending his college. Say, boys, some of us in the hardware business haven't had no college education; but even if we haven't we can be loyal to the stores where we work. If we happen to work for a large store let's root for the record we have made. If we happen to work for a little store, suppose we get up and holler for the record we're going to make.

The other day I was in a bank when the bank examiner asked the directors certain questions. I have a little stock and a little money in this particular bank. When the examiner had finished his work the president of the bank asked, "You have checked up everything in this institution?" "Yes," answered the bank examiner. "Now would you object to telling us," said the president, "what strikes you—good or bad—as the most significant thing about this bank." The examiner smiled, and replied, "I have examined many banks, and I do not believe that I ever checked up one where there was any more loyalty and any higher spirit of co-operation on the part of the employees than in this institution."

Well, say, boys, when I walked out of that directors' room I felt that my stock in that institution was worth a little more and that my bank balance was a little safer just on account of that spirit of loyalty and co-operation. And if Princeton and our other colleges in sending out their boys will just increase the spirit of loyalty, enthusiasm and co-operation in this country they will be worth all the "please remits" the stern fathers have to answer.

Rah! Rah! Rah!
Easy money! Easy money!
Pa! Pa! Pa!

Mike Kinney

Teamster and Editor.

"DIAMOND EDGE IS A QUALITY PLEDGE"

The Gimlet

WHEN IT GETS DRY IN KANSAS

Ed. Blair, Spring Hill, Kan.

When it gits dry in Kansas
It does the thing up right!
The vegetation sizzles up;
It's jes' a perfect sight.
The cattle stand 'n' bellow,
And some folks do the same;
It's mighty hard to tell which crowd's
The noisiest at the game.
When it gits dry in Kansas
The catfish go 'n' hide
Away down in the mucky mud,
To keep from bein' dried;
'N' thin, white clouds that look jes' like
A cut-up cotton batt
All frazzled out, go floatin' roun'
No bigger than a hat.
When it gits dry in Kansas
The chinch bugs multiply,
'N' hoppers fly up in yer face
When you go passin' by;
'N' dust gits seven inches thick,
'N' hot winds start to blow—
When it gits dry in Kansas
There's nothin' has a show.
When it gits dry in Kansas
The people mighty soon
Begin to talk 'n' worry 'bout
The changes in the moon;
'N' grandpa lights his pipe 'n' says,
To not git worried yit,
"Fer eighteen months in 'Sixty,
It never rained a bit."
When it gits dry in Kansas
It puts some folks to rout;
They sell off ev'rything they have
'N' go a hustlin' out,
A sayin' they have had enough,
'N' cussin jes' like sin—
But ev'ry dod-blamed one uv 'em
Jes' comes right back agin!



A GERMAN JOKE

„Fräulein, soll das da ein Messer sein? Das ist ja eine Säge!“—„No ja, die wer'n S' schon brauch'n können beim Biffsteck.“

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BLEICHERT
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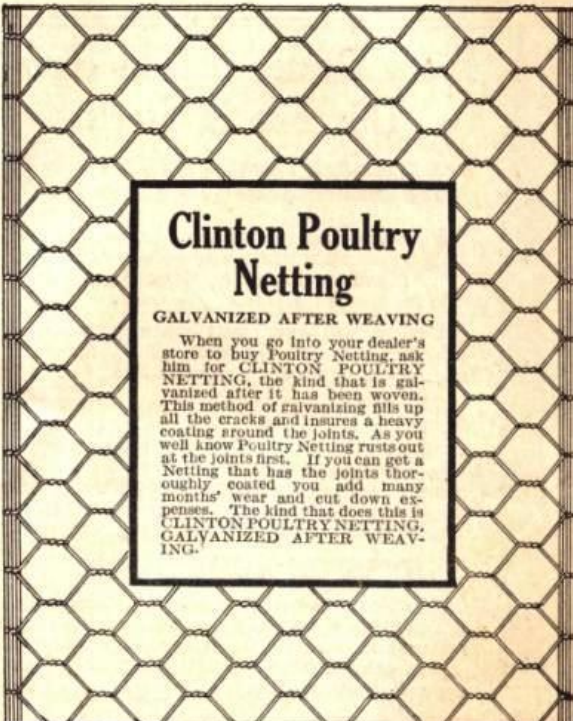
Write for our complete descriptive book showing every form of application. And we will be glad to work upon propositions submitted to us, returning full and complete specifications and costs of construction.

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Clinton Poultry Netting

GALVANIZED AFTER WEAVING

When you go into your dealer's store to buy Poultry Netting, ask him for CLINTON POULTRY NETTING, the kind that is galvanized after it has been woven. This method of galvanizing fills up all the cracks and insures a heavy coating around the joints. As you well know Poultry Netting rusts out at the joints first. If you can get a Netting that has the joints thoroughly coated you add many months' wear and cut down expenses. The kind that does this is CLINTON POULTRY NETTING, GALVANIZED AFTER WEAVING.

Clinton Wire Cloth Co.
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Every Dealer Should Have This File in Stock

*It is the Only File that Will Sharpen
The Disston Acme 120 Hand Saw*

WE receive complaints from time to time that purchasers of the Acme 120 Hand Saw cannot obtain at their dealer's a file suitable for sharpening this saw.

Dealers will avoid any misunderstandings with their customers by seeing that their stock includes a supply of these special files.

To get the best results from the Acme No. 120 Saw the original shape of the teeth **must** be preserved. This is only possible by using the 6-inch Cant Safe Back File. The ordinary taper file, usually employed in sharpening saws, **will not** sharpen the teeth on the Acme No. 120 so as to retain the original shape.

DISSTON ACME No. 120

is a fast, smooth-cutting saw. The blades are high in temper, specially ground for clearance, and require no set. It is especially adapted for fine cabinet work. Joints cut with it can be glued without planing.



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Keystone Saw, Tool, Steel and File Works
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THE recent Grand American Handicap at Dayton, Ohio, furnished an incident which every dealer in ammunition should not forget. Here it is:

80% OF THE AMATEURS USED
DU PONT,
BALLISTITE OR SCHULTZE

These amateurs represented the "cream" of the trapshooting world. Their rise to prominence was sure and steady. An enduring faith in the regular and reliable behavior of Du Pont Sporting Powders gave them confidence and made victory easier.

The publicity given the performances of these spectacular trapshooting events influences the decision of sportsmen.

You will never have any regrets or incur any risk of displeasure amongst your ammunition customers when you sell them Du Pont Sporting Powders.

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Assistance Address Department 13.

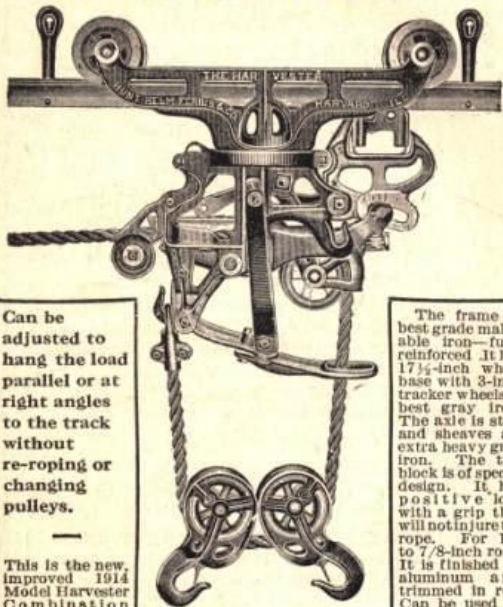
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COMBINATION SLING HARVESTER HAY CARRIER



Can be adjusted to hang the load parallel or at right angles to the track without re-ropeing or changing pulleys.

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This is the new, improved 1914 Model Harvester Combination Sling Hay Carrier No. 500.

The frame is best grade malleable iron—fully reinforced. It has 17½-inch wheel base with 3-inch tracker wheels of best gray iron. The axle is steel and sheaves are extra heavy gray iron. The trip block is of special design. It has positive lock with a grip that will not injure the rope. For 1/4 to 7/8-inch rope. It is finished in aluminum and trimmed in red. Can be used on steel, wood or cable track.

Send at once for prices, full particulars and our co-operative selling helps.

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You men who sell tires, ponder this question.

Are you selling a tire that builds Business?

If you are selling a tire of questionable quality, your business is at stake. Poor quality tires never made money for any dealer. But they have ruined hundreds of men like you.

Poor tires are sure to knock you—sure to drive away business.

Motorists to-day want **quality tires**—tires that give service.

In building Mansfield Cable-Structur Tires, the utmost is done to give that quality and service. We build very slowly by hand. We use the best materials.

Our Cable-Structur base makes Rim-Ruin impossible.

You should sell this tire. It's easy to sell. And we pay you well.

Write for our special dealer's proposition.

The Mansfield Tire & Rubber Co.

MANSFIELD, OHIO

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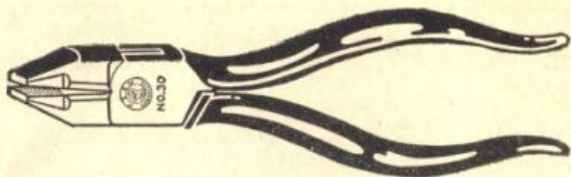
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The Gimlet



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Shape, temper, every detail of the tool is perfected to make it cut clean and straight, grip surely, work easily and last long.

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*This Stops Your Door
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SAFETY FIRST

is the watchword of the day. Every precaution possible should be taken to protect humanity. Equip your double-acting doors with the Shelby Chief Double-Acting Surface Floor Hinge and Door Check and protect your children, house pets and the whole family from injuries by slamming doors.

The Shelby Chief allows the door to open easily, and close without slam, jar or noise, and stops on dead center. Flipflapping is absolutely impossible.

The cost of purchase and installation is so small that no double-acting door should be without a Shelby Chief Hinge and Check.

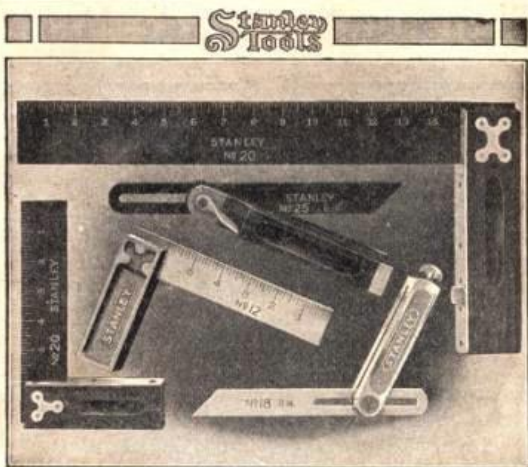
No cutting in the floor to install the Shelby Chief, as it mounts on the door. Use the hinge with jamb plates for stone or concrete floors.

Ask Your Dealer About The Shelby Chief.

The Shelby Spring Hinge Co. Shelby, Ohio



*This Saves Your Floor
and Closes
the Door!*



Try Squares and Bevels

THESE TOOLS are made only from the best materials obtainable, and great care is taken in their manufacture.

The Squares are guaranteed to be square inside and out and the graduations of the blades are correct and can be depended upon.

The edges of both Square and Bevel blades are machined to insure accuracy.

They can be furnished with either rosewood or metal handles as desired.

Send for catalogue No. 34-G.

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The Gimlet

The Stanley Trade Mark

is a

Guarantee of Quality

When you sell your customers anything in the Butt or Hinge line stamped with the *Stanley trade mark*, you sell them hardware of quality, you

Satisfy Your Customers

and in this way secure a continuance of their business to your own advantage. The buyer of the Stanley goods never brings back his purchase dissatisfied.

Insist on the Stanley trade mark.



The Stanley Works

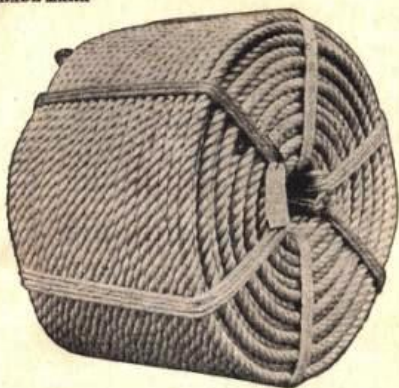
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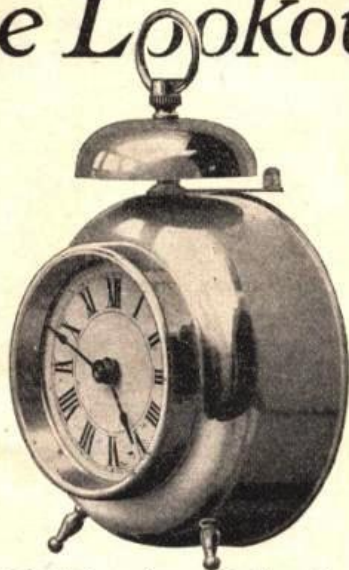
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The Lookout



"It Rings for a Dollar."

WHOOP up the sales a bit this month," sez the Old Man. "Sure thing," sez the girl—and out comes a counter display of Lookouts.

Talk about sales! Folks seemed to be waiting for them. Their merry little looks did the trick. And as

for "net" results—the profit showed up fine.

Lookout Alarms come in showy little individual boxes—twelve in a fussy display carton with sales steam galore. Your name goes on the dials free with orders for 24 or more. Order from your jobber or direct from *Westclox, La Salle, Illinois.*

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Iron Age A CONSOLIDATION OF *The Hardware*
Hardware — AND — *Reporter*

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HARDWARE AGE

supplies in an interesting, human story way, all these wants. It is a consolidation of the two largest hardware papers of the country and has preserved the very cream of their merits and properties.

It will come to your desk weekly—bring this service at a cost to you of less than 4 cents per week. Most of the hardware men have seen its value to them and their business and are regular readers. If you are not, send for a specimen copy—this obligates you in no way. A postal will bring it—write us now.

HARDWARE AGE

249 W. 39TH STREET

NEW YORK CITY

ENVIRONMENT influences men more than heredity. Men living under like conditions in all parts of the world have similar characteristics. Nations that have room and live outdoors are honest. Crowd people into cities and tenements and you multiply crime. The Swiss are honest, industrious, cheerful, friendly, orderly and well governed. They have all these good qualities in greater degree *as they are removed from foreign tourists.* This fact also proves my contention that our environment has much to do with our state of mind.

Original—thot out by

Mike Kinney

Teamster and Editor.

NICHT RAUCHEN!
NE FUMEZ PAS



"I WONDER WHAT THAT MEANS"

Dirk Hals